



Brancel to Represent Wisconsin on a Trade Visit to China

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MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel is making a trade visit to China June 8 – 13 to promote Wisconsin agri-businesses and encourage trade. Brancel will be joined by Jennifer Lu, a DATCP Economic Development Consultant and several representatives from Wisconsin agri-businesses and universities.

“Wisconsin is known throughout the world as a leader in dairy production and expertise, and China has a developing dairy industry,” said Brancel. “There is a great opportunity for our state’s businesses and organizations to build connections with China that could lead to future sales and exports.”

Brancel will meet with government officials and agricultural businesses in the Henan Province and Shanghai. He will visit with potential Chinese investors who are interested in Wisconsin businesses. Brancel will also speak with representatives from the ginseng industry to learn more about the sale of Wisconsin ginseng in the Chinese marketplace.

While in China, Brancel and a delegation from the University of Wisconsin-Madison will meet with the Shanghai Dairy Group. Brancel and University of Wisconsin-Madison Interim Chancellor David Ward will sign letters of intent representing the developing relationship between the state, university and Shanghai Dairy Group.

During the five day visit, Brancel will be joined by representatives from Wisconsin dairy genetics, feed, equipment and academic interests including: BouMatic, CRI, Accelerated Genetics, DeLong Company, University of Wisconsin-River Falls, University of Wisconsin-Madison, Babcock Institute and Bio-Nutrition. Members of this group will continue on to exhibit and provide training at the China World Dairy Expo/Summit in Zhengzhou.

“This visit will allow us to facilitate discussions that are hopefully the foundation of continued, mutually-beneficial relationships,” added Brancel. “The exchange of technical support to accompany a product is as critical as the sale of a product for long-term success.”

In 2011, Wisconsin exported \$118 million of agricultural products to China, an increase of 43% over 2010. Last year, Wisconsin was a national leader in the export of bovine semen and ranked fifth nationwide for the value of dairy-related exports.

DATCP’s Wisconsin International Trade Team offers business counseling, educational seminars, market research and international promotions to increase our state’s agricultural exports. For more information on services available or opportunities in China, call 1-800-462-5237 or email

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